- Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;
- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
- Participation in Trade Fairs and Exhibitions;
- Optimizing Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products;
- Launching of Road Shows in key source markets of Europe;
- Focusing on growth of hotel infrastructure particularly budget hotels; and
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

Strategy for boosting tourism in post Tsunami crisis

2302. SHRI B.J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government have worked out a new strategy to boost tourism in post Tsunami crisis;

(b) if so, the details thereof;

(c) whether Government propose to engage a reputed market research agency to assess our performance and scope for improvement in tourism; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) Tsunami has not significantly affected the tourism trade in India. As such, there is no post-Tsunami crisis. However, promotional activities including advertising, participation in Fairs and Exhibitions, organizing Seminars, Workshops and Road Shows, Publication of Brochures and joint advertising support, inviting media personalities, tour operators and opinion makers to visit India under the Hospitality Programme, are being undertaken in all important markets so as to project India as a safe destination for travel.

(c) No, Sir.

(d) Does not arise.

Violation of Indus Water Treaty

2303. DR. AKHILESH DAS :
SHRIMATI N.P. DURGA:
SHRI NAND KISHORE YADAV:

Will the Minister of WATER RESOURCES be pleased to state:

(a) whether it is a fact that the second round of Secretary level talks on Baglihar with Pakistan have broken down;

(b) what are the technical issues raised by Pakistan during the above meeting;

(c) whether it is a fact that India is really following the Indus Water Treaty of 1960 and preparing design for the above 450 mw project; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF WATER RESOURCES (SHRI JAY PRAKASH NARAYAN YADAV): (a) During the second meeting between India and Pakistan at Secretary level held at New Delhi in January, 2005, there appeared to be possibility of convergence on some of the technical issues raised by Pakistan and accordingly, the Indian Secretary requested for further discussions for one week between technical experts of the two countries after which the Secretary level meeting could resume.